

## **Disaster Zone: Ready or Not Preparedness Television Special to air this summer**

**St. Petersburg, Florida — Broadcast: Summer/Fall 2006**

**Disaster Zone: Ready or Not** is a sixty minute magazine style television program that provides an inside look at the aftermath of hurricane Katrina highlighting citizen awareness and preparedness. Disaster Zone delivers preparedness related information and training to communities and individuals across the country. Our goal is to provide citizen responders—a role that has been given to all of us given the current state of events in our country—with a unique approach that addresses current preparedness and response issues while answering questions and giving insights into lessons learned.

In this edition of Disaster Zone, we'll talk with those who stepped up to the plate in the past and what you can do now. 1969's Hurricane "Camille" set the standard for how bad things could get. Then, like an overwrought Hollywood sequel, Katrina squashed that standard with size and power. DZ visits the storm-wasted area of Gulfport, Mississippi to learn firsthand from those who've seen it all and lost everything. Sometimes, life hands us a situation so unusual that it overwhelms our abilities. In the aftermath of Hurricane Katrina, the Citizen Corps of Harris County (Houston), Texas demonstrated the true power of citizen involvement. DZ pays a visit to Houston where Citizen Corps volunteers set up a functioning city for 30,000 evacuees, literally, overnight.

Disaster Zone is produced through the facilities of The Homeland Security Training Network in cooperation with private sector organizations and public agencies. The program producers have established credibility among the emergency preparedness community for providing content with reality.

Rarely a month goes by without another reminder that we all have to be prepared for the unexpected. Even in circumstances when the experts respond early to a potential or existing disaster, there are numerous communication and response breakdowns—both at the crisis management and individual levels. In addition to following government guidelines and rules we often need to be able to rely upon our own capabilities and skills. That is why this series is crucial to our understanding and expectations.

Ever since 9-11, our government has challenged us to take responsibility for our own security and preparedness; not to just rely on conventional first responders but to turn to ourselves as citizen responders. The question is: Who among us is ready to respond to the challenge?